



Women's Council
· Wisconsin ·

WOMENSCOUNCIL.WI.GOV

**Minutes of the Meeting of the
Wisconsin Women's Council – September 3, 2014
State Capitol, Room 328 NW, Madison, WI**

Mary Jo Baas, Chair

Board Members Present: Mary Jo Baas, Nicole Bowman, Karen Katz, Michelle Mettner, Kim Nickel, Jessie Nicholson, Representative Sandy Pasch, and Carrie Richard. Not Present: Patty Cadorin, Senator Dave Hansen, Katie Mnuk, Representative Jennifer Shilling and Heather Smith. Excused: Representative Mary Czaja. A quorum of Board members was present.

Others present: Christine Lidbury, Executive Director; and Charles Schultz (Office of Senator Hansen).

1. Welcome and Introductions

2. Approval of Minutes

- a. Minutes of 6/4/14 – approval moved by Jessie Nicholson, seconded by Mary Jo Baas. Approved unanimously.

3. Updates on Council Project by Christine

a. Women and Manufacturing Summit

- October 20, 2014 at the Edgewater Hotel in Madison.
- Titled, “Rosie Revisited: Manufacturing Careers for Women in the 21st Century”
- Co-hosted by Women’s Council and Foley & Lardner
- Foley is responsible for hotel and food costs, offset through registration and sponsor income.
- Estimating 150 attendees (120 guest participants plus 30 staff, speakers and sponsors)
- Advertising, including social media, and direct outreach to women leaders in manufacturing, Wisconsin Technical College System, “Women in Manufacturing” professional association (Milwaukee chapter), and sponsor and organizer networks.
- Confirmed speakers include Senator Tammy Baldwin (welcome and remarks) and Lieutenant Governor Rebecca Kleefisch (lunch keynote speaker).
- Webinar with students during careers panel featuring women from Harley Davidson, another TBD manufacturing company, WTCS, UW System. Teachers can submit questions to be answered by the panel in real-time.

Minutes are not official until approved by the Board

Council members were encouraged to attend the event and share the invitation with their networks.

Discussed ensured on the Council partnering with a private sector company and 1) whether there are sufficient terms in place to insure input and control over content, particularly for anything that may arise that is not in line with the Council's mission and 2) whether this partnership sets a precedent for other companies to request the Council partner with them on initiatives.

Christine noted that the Council partners with a variety of public and private organizations where the purpose is in line with current Council priorities, the Council takes a leading role in organizing and monitoring content, and where the project is not organized to promote a private enterprise. She also noted that this initiative was discussed at length with the Board at prior meetings, including status updates on the event as it came together. For example, when the planning committee reported that Senator Baldwin was available for the event, the Council worked to ensure bipartisan representation among the high-level speakers and actively worked to secure the Lieutenant Governor for the keynote address. This had the added benefit of providing updates on manufacturing policies and priorities at both the Federal and State levels.

It was suggested the Summit be videotaped and/or offered through a closed webinar to make the event accessible to other parts of the state. Christine will follow up on this idea.

Christine also reported that she will create a "Fast Facts" factsheet on Women in Manufacturing in Wisconsin that will be released at the event.

b. Human Trafficking

Discussion was postponed to the November strategic planning meeting for discussion.

c. Facebook and Twitter

At the March meeting, Kristen Redman from Cricket Design Studio presented to the Council on social media for messaging and laid out a variety of strategies for better using social media to share information about the Council and its issues and activities.

Since March, with the help of an intern, both Facebook and Twitter accounts had been created. By September, Council had over 100 followers on Facebook and 28 on Twitter. On Facebook that most common subscriber was a female, age 35-44, from south central Wisconsin.

Christine suggested the Council create a Board Committee on Social Media to help grow our social media presence and perhaps create posts from Board Members. No decision was made at this time.

d. Other projects

The Beloit Women's Fund requested Council assistance to create a status report on women in Beloit, as one of their inaugural projects. Christine reported that she would help with compiling the data, but indicated to the group that she did not have time to take responsibility for the full report. She also noted her history with the Beloit group in creating their own Women's Fund and desire to assist with this effort.

4. MoneySavvy Project

The new logo was being used to launch a new website bringing together selected information, mainly from public and non-profit sources. A new page on the Council website was created: womenscouncil.wi.gov/MoneySavvy.

Working with the Council's Financial Literacy Working Group, six topic areas were identified and subcommittees of subject experts were working to identify best practice resources and materials for each topic.

1. saving and banking
2. budgeting and expenses
3. retirement
4. credit and debt
5. important documents
6. insurance

Representative Pasch suggested that the Council's work also focus on issues for the unbanked, perhaps have a more basic area of resources and information. Also, that such information be available in paper form, not just online. Individuals who did not participate in the banking system were often very poor and may not have ready access to technology.

It was also suggested that topics include resources that address saving and budgeting with limited financial resources. Someone with little income, living month-to-month, may not even think that the idea of saving and budgeting even applies to them.

Christine will follow up with the task force on both issues.

Christine spoke at-length with Kim Sponem, President of Summit Credit Union. Summit Credit Union was beginning a major financial literacy initiative targeting women and had worked with a leading consultant on the issue of marketing financial services to women. She generously shared key aspects, which are summarized in a handout (attached).

Her main suggestions for the Women's Council's work:

- Find community partners who are passionate about financial literacy.
- The problem with electronic tools is that the people who most need them don't or can't seek them along.

- Much of financial literacy is “just in time” – so focus on how you get the information to your target audience at the right time.

5. Policy Dialogues – Proposal

Christine proposed that the Council consider developing high-level public policy dialogues on current policy problems, drawing on academics and other experts from Wisconsin, with a focus on actionable ideas. She cited the example of the Woodrow Wilson Institute's Policy programs. There is no such program focused specifically on the larger issues with a women-focused lens. An event would also result in producing a white paper on the issue with proceedings from the program and any follow-on activities. Christine noted that this was a similar format to her work for the OECD international organizations and found it a successful and engaging format.

Current Wisconsin policy dialogue-type programs include:

Family Impact Institute Seminars, UW Madison – Based on a federal program that operates in 25 states. Family, children and racial impact lens. Currently focused on family well-being. Recent programs: Parenting in the First Year, Family Medicine, and Tribal Youth Media Initiative (Patty Lowe).

Institute for Public Policy and Service (Wausau), including facilitated citizen discussions, research and scholarship of “community-identified” needs.

Wisconsin Women's Health Foundation – annual policy dialogue looking at treatment and prevention for a specific health issue/topic. Underwritten by Helen Bader Foundation.

Discussion ensued. Members felt this would not be a good use of time and resources and that we did not have the in-house expertise to put on such events. It would also limit Council output to a single speaker program that might be both time consuming to organize, expense and have limited reach. Members suggested looking into creating a specific program in partnership with one of the existing programs on a women-center policy topic.

6. Board Retreat Planning

Christine was considering an outside facilitator, Laura Page, Page Management Consulting, Madison. Discussions were underway.

The Board Research was scheduled for November 11, 2014 and would take the place of the regularly scheduled December meeting.

Provisional attendance list (11 members):

Baas, Bowman, Cadorin, Katz, Mettner, Mnuk, Nickel, Nicholson, Richard, Senator Schilling and Smith.

Venue. Information was provided on hotel meeting locations in Oconomowoc (Olympia Hotel) and Brookfield (Country Springs Hotel). The Board preferred the Country Springs Hotel as the Council had used the facility before and the meeting space worked well.

Suggested discussion points

A. Organizational Strategies

- What makes the Women's Council organizationally unique?
- What are our program and organizational assets?
- Where are we missing opportunities?

B. Priorities areas for discussion

- Financial fluency
- Research/reporting
- Human Trafficking
- Other Ideas

Discussion ensued and Christine was asked to send out a questionnaire ahead of time to outline topics for discussion.

C. Team Building

It was suggested that the 1st discussion question be "What is the job of the Board".

7. Public Comments and Announcements

None

Motion to adjourn by Mary Jo Baas, seconded by Jessie Nicholson. Approved unanimously.

Respectfully submitted,
Christine Lidbury